



**Social Innovation Fund**  
***2014 Notice of Funding Availability***  
***\*Outreach Toolkit\****

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### **What is the Social Innovation Fund (SIF)?**

*“Instead of wasting taxpayer money on programs that are obsolete or ineffective, government should be seeking out creative, results-oriented programs ... and helping them replicate their efforts across America.” – President Obama (June 30, 2009).*

**The Social Innovation Fund (SIF), a key White House initiative and program of the Corporation for National and Community Service (CNCS), combines public and private resources to grow the impact of innovative, community-based solutions** that have compelling evidence of improving the lives of people in low-income communities throughout the United States. The SIF invests in three priority areas: economic opportunity, healthy futures, and youth development.

**The SIF makes grants to experienced grantmaking “intermediaries” that are well-positioned within communities to identify the most promising programs and guide them towards greater impact and stronger evidence of success.** These grants range from \$1-\$10 million annually for three to five years. The intermediaries then match the federal funds dollar-for-dollar and hold open competitions to identify high-performing nonprofit organizations working in low-income communities that have innovative solutions with evidence of compelling results. Once selected, these nonprofits must also match the funds they receive, and participate in rigorous evaluations of the impact of their programs. The nonprofits share data, lessons learned and results – helping to build the capacity of the social sector and lift-up solutions that can transform lives and communities.

**In addition to funding, Social Innovation Fund grantees receive significant technical assistance to support implementation of their innovative programs.** Participation in the Social Innovation Fund gives grantmakers greater visibility and plugs them into a national network of funders and nonprofits that are committed to fostering social innovation to improve lives in low-income communities throughout the U.S.

**In just three years the Social Innovation Fund (SIF) and our private-sector partners have invested more than a half a billion dollars in compelling community solutions.** Three years into the program, the SIF portfolio represents a \$177.6 million investment in 20 intermediary grantees and 221 participating nonprofits working in 37 states and the District of Columbia. This modest federal investment is expected to leverage more than \$423 million in non-federal match commitments. SIF programs have received funding commitments from at least 168 non-federal organizations to date, and as models develop and demonstrate results, we anticipate that this set of effective solutions will attract a diverse array of funders seeking results.

The Corporation for National and Community Service is a federal agency that engages more than five million Americans in service and champions community solutions through its AmeriCorps, Senior Corps, Social Innovation Fund, and Volunteer Generation Fund programs, and leads the President's national call to service initiative, United We Serve. For more information, visit [NationalService.gov](http://NationalService.gov).

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## **Sample Newsletter or Blog Post Text**

Subject: \$65.8 Million in Grants Available from the Social Innovation Fund

### SHORT

The Corporation for National and Community Service (CNCS) just announced a Notice of Funding Availability (NOFA) of up to \$65.8 million for the Social Innovation Fund's (SIF) 2014 grant competition. This is the largest grant pool in the history of the program, a key White House initiative launched in 2009. SIF accepts applications from foundations and other grantmakers seeking to grow innovative, effective solutions in low-income communities in the U.S. Successful applicants will receive grants of between \$1 and \$10 million per year for 3 to 5 years. Grants will be matched dollar for dollar by the grantmakers, who conduct their own open competitions to select innovative, effective nonprofits focused on youth development, healthy futures and economic opportunity. Funding priorities include Opportunity Youth, Vulnerable Populations and Collective Impact. The deadline for application submission is 5:00 p.m. EST on Tuesday, April 22, 2014. Learn more and apply at: [www.nationalservice.gov/sif](http://www.nationalservice.gov/sif)

### DETAILED

The Corporation for National and Community Service (CNCS) just released a [Notice of Funding Availability \(NOFA\)](#) of up to \$65.8 million for the Social Innovation Fund's (SIF) 2014 grant competition. This is the largest grant pool in the history of the program, a key White House initiative launched in 2009.

The deadline for applications is 5:00 p.m. EST on Tuesday, April 22, 2014. Successful applicants will receive grants between \$1 and \$10 million per year for three to five years. Grants will be matched dollar for dollar by the grantmakers, who conduct their own open competitions to select innovative, effective nonprofits focused on youth development, healthy futures and economic opportunity

The Social Innovation Fund unites public and private resources to evaluate and grow innovative community-based solutions with evidence of results. In just three years, the SIF and its private-sector partners have invested more than a half a billion dollars in compelling community solutions as a result of \$177.6 million in federal grants and more than \$423 million in non-federal match commitments. SIF has invested in 20 intermediaries and 217 nonprofits working in 37 states and the District of Columbia. To date, the SIF has worked with nonprofits and grantees to develop 72 strong, rigorous evaluation models.

The 2014 competition prioritizes applications with strong plans to support opportunity youth (those ages 14 to 24 disconnected from school or work), and other particularly vulnerable populations. The competition will also prioritize applicants that plan to leverage the collective impact approach where local business, government and nonprofits work together to identify common challenges and effective solutions and then take action together.

Social Innovation Fund grantees receive significant technical assistance from CNCS to support implementation and evaluation of their programs. Participation in the Social Innovation Fund gives grantmakers greater access to

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a national network of funders and nonprofits that are committed to investing in results-oriented solutions that improve lives in low-income communities.

**We, <insert org name> believe the Social Innovation Fund is important to the sector and to our network because <insert personalized statement>. We encourage you to review this opportunity and share it with others who you think may be interested.**

Consult the [SIF website](#) to read or download a copy of the NOFA, which provides complete information about this grant competition and instructions on how to apply. The website also contains information on other resources CNCS will make available to potential applicants, including technical assistance calls, webinars and access to proposals and application executive summaries from previous competitions.

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### **Sample Tweets**

Up to \$65.8M in grants available from the #SIFund to grow community solutions. Apply by April 22. Please RT.  
<http://ow.ly/u1kxO>

New \$65.8M #SIFund competition prioritizes opportunity youth & collective impact. Apply by 4/22.  
<http://ow.ly/u1kxO>

The #SIFund \$65.8M grant competition seeks Innovation, Opportunity & Impact. Got some to spare? Apply by 4/22.  
<http://ow.ly/u1kxO>

Don't see your organization on the #SIFund map? <http://go.usa.gov/B6qz> APPLY TODAY! \$65.8M in grants.  
<http://ow.ly/u1kxO>

#SIFund needs external grant reviewers. Do you have what it takes? Get more info and apply. <http://ow.ly/tUJrK>  
Please RT

Interested in the #SIFund and its grant competition? Watch these video to learn what it's about.  
<http://go.usa.gov/B6a5>

Considering applying for the #SIFund? Check out past successful applications. <http://ow.ly/tUJzw>

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**Social Innovation Fund 2014 Grant Competition**

**Technical Assistance Webinar Schedule**

*Please encourage your members to register in advance:*

| DATE                                     | TOPIC/GROUP  | CALL & LOG-IN INFO  |
|--|--|---|
| Monday<br>March 3<br><br>3:30 PM ET      | <b>Overview of NOFA</b>  | Call-in Number: 1-877-668-4490<br>Participant passcode: 629 650 681<br>Webinar Link: <a href="#">Click here to register</a> |
| Monday,<br>March 10<br>3:30 PM ET        | <b>Overview of NOFA</b>  | Call-in Number: 1-877-668-4490<br>Participant passcode: 628 684 047<br>Webinar Link: <a href="#">Click here to register</a> |
| Friday,<br>March 14<br>2:30 – 3:30 PM ET | <b>Evidence and Evaluation</b>                                   | Call-in Number: 1-877-668-4490<br>Participant passcode: 622 374 039<br>Webinar Link: <a href="#">Click here to register</a> |
| Monday,<br>March 24<br>3:30 PM ET        | <b>Question &amp; Answer Session</b>                             | Call-in Number: 1-877-668-4490<br>Participant passcode: 621 606 631<br>Webinar Link: <a href="#">Click here to register</a> |
| Tuesday,<br>March 25<br>1:00 PM ET       | <b>Overview of NOFA hosted by GEO and Council on Foundations</b> | Call-in Number: 1-877-668-4490<br>Participant passcode: 621 838 115<br>Webinar Link: <a href="#">Click here to register</a> |

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## **Helpful Links**

The following are useful links that can be used to direct parties to general information about the Social Innovation Fund, as well as NOFA application resources.

### **About SIF**

<http://www.nationalservice.gov/programs/social-innovation-fund/about-sif>

### **Blog post announcing the competition:**

[Social Innovation Fund Launches New Grant Competition: Opportunity. Innovation. Impact.](#)

### **Sign Up for SIF Updates, including Funding Opportunities**

[https://public.govdelivery.com/accounts/USCNCS/subscriber/new?topic\\_id=USCNCS\\_35](https://public.govdelivery.com/accounts/USCNCS/subscriber/new?topic_id=USCNCS_35)

### **2014 Notice of Funding Availability Announcement and Application Instructions**

[http://www.nationalservice.gov/for\\_organizations/funding/nofa.asp](http://www.nationalservice.gov/for_organizations/funding/nofa.asp)

### **Previous Successful Applicants**

<http://www.nationalservice.gov/programs/social-innovation-fund/funded-organizations>

### **Call for External Reviewers**

<http://content.govdelivery.com/accounts/USCNCS/bulletins/a4fb2d>

### **Interactive Map of Current SIF Programs**

<http://www.nationalservice.gov/programs/social-innovation-fund/social-innovation-fund-map>

### **Technical Assistance and Training Schedule**

[http://www.nationalservice.gov/for\\_organizations/funding/nofa.asp](http://www.nationalservice.gov/for_organizations/funding/nofa.asp)

### **2010-2012 SIF Investment Report**

[http://www.nationalservice.gov/sites/default/files/documents/sif\\_investment\\_report2013\\_0.pdf](http://www.nationalservice.gov/sites/default/files/documents/sif_investment_report2013_0.pdf)

## **Call for External Reviewers Fact Sheet**

Please feel free to use the following text to advertise for reviewers for our 2014 NOFA application.

### **The Corporation for National and Community Service is seeking expert reviewers for its 2014 Social Innovation Fund (SIF) grant competition.**

**WHAT:** The SIF, a key White House initiative, awards grants to and works with grantmaking institutions that in turn direct resources to nonprofit organizations to validate and grow innovative, promising approaches to challenges facing local communities in three priority issue areas:

- Youth Development – Preparing America’s youth for success in school, active citizenship, productive work, and healthy and safe lives;
- Economic Opportunity – Increasing economic opportunities for economically disadvantaged individuals; and
- Healthy Futures – Promoting healthy lifestyles and reducing the risk factors that can lead to illness.

**WHO:** The SIF seeks program reviewers with expertise in social innovation, philanthropy, evidence-based solutions, scaling, collective impact, opportunity youth, healthy futures, economic opportunity or youth development; and evaluation reviewers with expertise in the range of research designs from randomized control trials to pre/post-test designs

**WHEN:** The review will take place Early to Mid-May. Potential Reviewers should indicate their interest in reviewing by reading documents found on the SIF webpage listed below. **Please respond by March 17, 2014:**

- Reviewer Recruitment Notice describes the reviewer experience and qualifications we are looking for; and
- Notice of Interest provides the instructions for submitting your application to be a reviewer.

**WHY:** To apply your experience and expertise to assessing applications for this innovative federal government approach to addressing compelling national and community needs.

**FOR MORE INFORMATION:** Read the Reviewer Recruitment Notification and send in the materials identified in the Notification of Interest form that can be found here: <http://www.nationalservice.gov/programs/social-innovation-fund/get-involved>

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### **Fact Sheets, Images and Videos**

- [SIF General Overview Fact Sheet](#)
- [2014 NOFA Fact Sheet](#)
- Social Innovation Logo (to use with Newsletter/ Blog Post text):
  - [https://www.dropbox.com/s/ipsmpsw80i2cjih/SIF\\_Logo\\_TaglineRGB.png](https://www.dropbox.com/s/ipsmpsw80i2cjih/SIF_Logo_TaglineRGB.png)
  - [https://www.dropbox.com/s/ogaaewqrg2uf3dx/SIF\\_Logo\\_TaglineCMYK.png](https://www.dropbox.com/s/ogaaewqrg2uf3dx/SIF_Logo_TaglineCMYK.png)
- [SIF Program Photos](#)
- [SIF Videos](#)